

Southwest Recognized in America's Customer Service Champions List

We're excited to celebrate that USA TODAY has recognized Southwest Airlines as one of America's Customer Service Champions for 2024. This accolade highlights companies that have consistently delivered exceptional customer experiences, setting a high standard across various industries.

Southwest Airlines earned a distinguished 5-star ranking, highlighting its commitment to providing superior customer service. Southwest Airlines has set high standards within the airline industry, demonstrating excellence across all aspects of customer service. At the Heart of Southwest's renowned customer service are the Employees who put the Heart in Hospitality. From the warm, friendly greetings to the flexible policies that put Customers first, Southwest's commitment to hospitality and responsiveness shines through in every interaction!

The Selection Process

The award is based on one of the largest independent customer experience studies in the United States where more than 33,000 U.S. consumers provided more than 519,000 company reviews. These reviews were based on personal interactions within the past three years, ensuring the relevance and accuracy of the feedback. Companies were evaluated on their overall customer experience and service quality across seven key categories:

1. Friendliness and Appreciation of Customers
2. Professional Competence
3. Customer Service
4. Availability and Accessibility
5. Solution Speed, Solution Orientation
6. Transparency
7. Reliability.

This recognition would not have been possible without the dedication and contributions of our Employees. Thank you for consistently providing exceptional service and creating memorable experiences for our Customers every day!

Congrat



**AMERICA'S
CUSTOMER
SERVICE
CHAMPIONS
2024**



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